



TEXAS TECH UNIVERSITY

College of Media & Communication

## OUR MAJORS

College of Media & Communication Office of Undergraduate Advising

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### advertising

Makenzee Spruiell | [makenzee.spruiell@ttu.edu](mailto:makenzee.spruiell@ttu.edu) | 806.834.4541

Our Advertising (ADV) program develops leaders with an understanding of the creative and business-related aspects of advertising in the current media landscape. Students learn to apply creativity and critical thinking to solve communication problems.

Career fields include account services, copywriting, sales, design, creative strategy and media planning.

### communication studies

Lori Jones | [lori.jones@ttu.edu](mailto:lori.jones@ttu.edu) | 806.834.6714

Our degree in Communication Studies (COMS) is committed to equipping today's students with the knowledge and skills to succeed in our global, information-laden landscape. We emphasize the importance of effective communication in personal, professional and public contexts. Through a dynamic and engaging curriculum that includes classes in interpersonal, organizational, and intercultural communication, combined with courses in popular culture and public affairs, students learn to think critically and communicate clearly and compellingly. Taught by award-winning teachers and scholars, our courses prepare students to be leaders in any industry.

### creative media industries

Don Ellis | [donald.ellis@ttu.edu](mailto:donald.ellis@ttu.edu) | 806.834.4735

Our degree in Creative Media Industries is designed to train digital storytellers who exhibit excellence in the creation, distribution, and analysis of creative media content in diverse U.S. and global media marketplaces.

The creative media industries program offers courses in film, television, gaming & interactive media, audio, photography, and writing, emphasizing commercial practice and a portfolio orientation that prepares students for leadership positions in creative media industries.

### digital media & professional communication

Michele Moore | [michele.moore@ttu.edu](mailto:michele.moore@ttu.edu) | 806.834.0018

The B.A. in Digital Media & Professional Communication provides students with broad-based, marketable skills to help them navigate the fast-changing and dynamic career pathways that exist in media, communication and complementary companies, organizations and industries.

### journalism

Don Ellis | [donald.ellis@ttu.edu](mailto:donald.ellis@ttu.edu) | 806.834.4735

Our Journalism program is leading the way in teaching students skills in multimedia storytelling and preparing them for a multimedia world. Students have the opportunity to produce news and information using a variety of media including social, print, broadcast and online.

Alumni are finding jobs as reporters, producers, editors, photographers and other news positions, as well as progressing to upper-level management positions, such as anchoring CBS Evening News and being vice president of Mattel, Inc. The industry has recognized our graduates with five Pulitzer Prizes.

### media strategies

Michele Moore | [michele.moore@ttu.edu](mailto:michele.moore@ttu.edu) | 806.834.0018

With its professional focus combined with training that cuts across communication disciplines, a Media Strategies degree (MST) trains students to innovate and succeed in any industry or entrepreneurial venture. Students learn practical aspects of media startups, such as developing a business model and pitching ideas to investors.

Media strategies majors are pursuing careers in digital, brand and social media strategy; media analysis and research; ecommerce; communication planning; media consulting; and media management.

### public relations & strategic communication management

Paloma Patridge | [paloma.patridge@ttu.edu](mailto:paloma.patridge@ttu.edu) | 806.834.4750

Our degree in Public Relations & Strategic Communication Management (PRSC) teaches skills in media relations, building and managing public and business relationships, planning strategic campaigns, writing releases, designing graphics, and creating content. We offer many specialized courses on specific PR topics such as crisis communication and advanced social media monitoring that offer students the opportunity to work with real-world clients.

Our PRSC alumni are finding jobs across a variety of diverse fields, including corporate communication, sports, nonprofits, government and politics, marketing and new media.



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## OUR STUDENT OPPORTUNITIES & ORGANIZATIONS

### ad team

A group of students selected by interview to compete in a national student advertising competition. The annual competition is put on by the American Advertising Federation and features a corporate client.

### association for women in communications

AWC is a student organization designed to help women stay connected in the mass communications marketplace. Affiliated with the national AWC, this local professional chapter offers exciting opportunities to build friendships and working relationships with communications professionals in the Lubbock community.

### communication studies society

The Communication Studies Society mission is to give members a clear understanding of the communication field by providing networking opportunities with peers and professionals in the communication field.

### daily toreador

The Daily Toreador is an independent student publication and is the official student newspaper of Texas Tech. The mission of the DT is to connect the campus community with professional firms to provide practical experience for students.

### debate team

Texas Tech's two-time national award-winning Parliamentary Debate Team gives students an opportunity to build communication skills by matching wits with students from across the country.

### diversity in media organization (DIMO)

The Diversity in Media Organization (DIMO) aims to open the discussion of diversity, equity, & inclusion in the world of media amongst students of the College of Media & Communication and other colleges at Texas Tech through events, discussions, and community service.

### double t insider

Through an entirely student-based production team, students are given the chance to become experienced individuals with the opportunity to exercise their ability to perform a variety of skills with a focus on the different aspects of broadcasting.

### fashion and media entertainment group (FAME)

The CoMC FAME Group gives students the opportunity to explore and self-develop within the ever-changing community of fashion and entertainment. Through professional outlets, networking, social media, and real-world opportunities, students are able to participate in a vast industry through contrasted communication channels and resources.

### heads up display

Heads Up Display (HUD) provides students with opportunities to create content such as reviews for movies, television shows, and video games along with special interest segments that are posted and shared through digital and social media platforms.

### hub@ttu

The Hub@TTU is an award-winning creative outlet devoted to providing a collaborative student media environment showcasing the news and the creativity of the Texas Tech community.

### kappa tau alpha

A national college honor society that recognizes academic excellence and promotes scholarship. Only those students who rank in the top 10 percent of their classes are considered for membership.

### ktxt-fm

KTXT-FM, The Raider 88.1, is Texas Tech University's student radio station. The Raider 88.1 offers students opportunities to learn versatile skills, including producing, promotion, project management, news and sports broadcasting, audio production, on-air talent development, and many other skills for several different types of jobs and careers.

### la ventana yearbook

First issued in 1926, La Ventana is an official, independent student publication that serves as a comprehensive written and photographic record of the annual history of Texas Tech.

### mctv newscast

MCTV Newscasts are created by students and faculty from all majors within the college. Students have the opportunity to produce, star, edit and film broadcasts.

### outpost social media lab

The Outpost provides students with real-world experience in the growing field of social media listening, engagement, and analysis using tools usually only available to industry professionals.

### public relations student society of america (PRSSA)

Tech PR is the official student public relations association in the College of Media & Communication. The association provides members with career development, professional networking, and portfolio- and resumé-building opportunities.

### raidercomm

A student-run, full-service public relations firm that provides public relations majors with an opportunity to develop as professionals, learn new skills, and apply their coursework to real-world accounts for a wide range of clients.

### society of professional journalists

SPJ is an organization for students interested in promoting high standards of ethical behavior in journalistic endeavors, learning about how to improve and protect journalism's vital role in informing citizens in a democracy, networking with professional journalists, participating in resume-building activities, and submitting projects to contests.

### tech advertising federation

The Tech Advertising Federation (TAF) is the Texas Tech chapter of the nationally recognized professional association, American Advertising Federation (AAF). This student-run organization is designed for any communication and business related majors to create networking opportunities and access/share industry insights.

### tech creative media association

TCMA is a group for students who have an interest in visually expressive industries. The group regularly engages in media activities including filmmaking, photography, and graphic design, and it often provides creative services to other student organizations in CoMC and other colleges across the university.

### tech gaming club

Tech Gaming Club is a community of gamers who do more than just gaming. Members here also provide homework help, technology recommendations, and an opportunity to advertise your streaming within the club. Our mission is to foster a social digital gaming community at Texas Tech University.

### tech esports association

Tech eSports Association is a club comprised of a community of passionate gamers. The association provides opportunities to members and students to compete in eSports on a collegiate and professional level; playing for both scholarship and prize money.

### women's production club

The Women's Production Club is a group geared towards women to learn, support and create content together, using skills such as videography, photography, graphic design, creative writing and more.

### tech virtual reality club

We are a community of virtual reality enthusiasts who enjoy virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), and simulations within these technologies!